Marlboro Lights - Outdoor
2/84 - 12/84
(64 trading areas)

	cost/mo (000)	cost/yr (000)$
85's pool	1,396.3	2,792.7
t+s	28.9	144.7
Resort	21.6	97.2

Paint (Feb. 211.0)

Total program

2040977983

Source: https://www.industrydocuments.ucsf.edu/docs/slyn0004

March
85's
t+s
Resort

May
t+s
resort

July
t+s
resort

Sept.
t+s
resort

Oct. 85's

Nov. t+s
resort

2040977584

Source: https://www.industrydocuments.ucsf.edu/docs/slyn0004

March

units 381 - Reds
266 - Lights
647

total $ per month
R - $533,912
L - 362,879
$896,791

Reds - 59.5%
Lights - 40.5%

2040977985

Source: https://www.industrydocuments.ucsf.edu/docs/slyn0004